

## Message Text

UNCLASSIFIED

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21

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 TRSE-00 MMO-04 /024 W

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R 071331Z JUL 76

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 7337

UNCLAS BRUSSELS 06658

E.O. 11652: N/A

TAGS: BEXP,BE

SUBJECT: SALE OF U.. BICENTENNIAL UNCIRCULATED AND PROOF COIN  
SETS

REF: (A) STATE 165064,B) BRUSSELS 1837

1. AS BUREAU OF THE MINT IS AWARE,EMBASSY IN RESPONSE TO A  
LETTER FROM MRS.MARY BROOKS,DIRECTOR OF THE MINT, CONTACTED  
TWO OF BELGIUM'S MAIN BANKS -- KREDIETBANK AND SOCIETE GENERALE  
DE BANQUE (SEE REFTEL B).  
KREDIETBANK INFORMS US THAT IT HAS SOLD 1,000 SETS AND THAT IT  
HAS REQUESTED FROM THE MINT AN ADDITIONAL 1,000 SETS.  
BANK'S PUBLICITY CAMPAIGN IS TAKING EFFECT AND IT HOPES TO  
RECEIVED THESE SETS SOONEST TO MEET INCREASED DEMAND. SOCIETE  
GENERALE DE BANQUE HAS SOLD 1,500 PROOF COIN SETS AND HAS

RECENTLY ORDERED AN ADDITIONAL 500 WHICH IT HAS NOT YET  
RECEIVED. SOCIETE GENERALE IS ANXIOUS TO OBTAIN THESE NEW  
SETS SOONEST.

2. EMBASSY WELCOMES VISIT BY BUREAU OF THE MINT REPRESENTATIVE  
ALTHOUGH WE WOULD POINT OUT THAT SALES UNDERTAKEN BY THESE TWO  
BANKS ALONE ARE SIGNIFICANT WITHOUT INVOLVING ADDITIONAL  
EXPENDITURES BY MINT.

3. EMBASSY SUGGESTS THAT IF MINT REPRESENTATIVE PLANS TO  
VISIT BRUSSELS,THEN HE MAN DESK IN OR NEAR LOBBY OF BRUSSELS  
HILTON. EMBASSY HAS BROACHED THIS POSSIBILITY WITH HILTON MANAGE-  
MENT WHICH APPEARS RECEPTIVE. ONLY EXPENSE TO MINT REPRESENTATIVE  
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WOULD BE COST OF HOTEL ROOM AT

HILTON AND SMALL RECEPTION WHICH WOULD BE OFFERED FOR ABOUT  
50 PEOPLE. RECEPTION COST WOULD BE APPROXIMATELY DOLS 250.  
OTHER ESTIMATES CONTAINED PARA 4, REFTEL A APPEAR REASONABLE.  
AMERICAN CHAMBER WILL BE HOLDING LUNCHEON MEETING ON 17 SEPT.  
AT HILTON.  
FIRESTONE

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NNN

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